

The City of Edmonton
Pedestrian Wayfinding Design Standard

Guidelines for Downtown pedways

August 2016



Purpose

The detailed design and implementation of the Downtown pedways sign system is managed by The City of Edmonton.

At time of going to print, all known pedway connections have been evaluated and recommendations made for either updating the existing signs or introducing new ones.

Therefore, this guidelines document serves as a reference point for private building owners that have pedway connections.

Those building owners will have varied strategic approaches to their own internal wayfinding.

This guidelines document does not dictate how a private building owner should design their own sign system, and is focused on how to integrate with the City of Edmonton pedestrian wayfinding design standard when talking about pedways. It should be used for the following situations:

- Where an owner's internal wayfinding strategy includes directing to adjacent buildings via a pedway connection or multiple pedway connections
- Where owners display a building map on their own signage, either static or digital, that shows pedway connections
- Where owners talk about adjacent buildings on directories that are connected by pedways

This document is structured into the following sections:

- System overview
- Planning principles
- Sign layout principles
- Appendix A: Detailed content recommendations

The detailed design of the new pedways sign system is currently being finalised and will be included as Appendix B for the final version of these guidelines.

These will be included for information only, as The City of Edmonton will be the custodian of the pedways sign system and private building owners will need to request pedway specific signs through The City of Edmonton.

For any queries relating to pedways signs or pedways content, please contact:

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1 System overview

1 System overview

Principles for pedways

The strategy development for the new pedway sign system was based on research and consultation, both with the public and private building owners.

The design rationale is based on the following principles:

Links not routes

The 'Pedway' is not a route network, it is a collection of many incidental pedway connections. Emphasise the links, not the routes.

On-street thresholds are not pedways

The original pedway system used the pedway brand icon as a flag at street entrances, indicating the building has one or more pedway connections to other buildings.

However, the on-street thresholds themselves are rarely pedway connections and are usually just access to a building lobby. Pedway signs should only be used at pedway connections themselves.

The on-street pedestrian system indicates major building entrances, and shows pedway connections between buildings. Existing pedway flags will therefore not be needed.

The research into the original pedway system also indicated that few people understood what the flag meant or used it to make journey decisions. For these reasons, the flags are not needed, but can be left in as a legacy item without impacting the new pedway sign system.

Emphasise the buildings

Emphasise the buildings so that users understand they are having to navigate different environments with multiple entry and exit points.

If user expectations are managed and they know they are entering different environments, then the lack of any heavily signed 'pedway' routes inside each building is not a surprise.

In this respect, buildings are treated as memorable stepping stones in a journey connected by many pedway links, rather than the 'pedway' existing as a continuously signed route through private properties.

Inside and out

Pedways wayfinding should dovetail with the wider city wayfinding typology, graphically and physically, providing a consistent voice inside and out.

Follow guidelines

Guidelines allow private building owners to implement their own wayfinding that connects with the citywide system.

Terminology, icons and hierarchy should match, supporting seamless journeys regardless of brand.

It is impractical and undesirable to force heavy pedway 'route' signage through buildings on owners. Owners should be responsible for supporting access through their own spaces, and guidelines will provide the foundation for a consistent approach, providing they are followed.

Provide a sense of scale

The on-street system uses minutes to indicate approximate walking times. Pedway connections also use minutes, reinforcing the understanding of buildings as stepping stones, giving a sense of scale and distance.

Consistent opening hours

In order for the user to have confidence to use the pedway connections and provide a consistent message in mapping and advertising, building owners and The City of Edmonton agreed to publish the following access hours:

- Monday–Saturday, 6am–11pm
- Sunday, 6am–6pm
- LRT, 5am–1am

Although some buildings may be open longer or vary during events, these times broadly cover the majority of publicly accessible buildings, particularly the more retail and attraction based destinations.

Provide LRT station exit maps

LRT stations are key entry points to Downtown and often provide access to multiple buildings with their own pedway connections.

Stations should provide detailed station exit maps as well as a Downtown Pedways Map at station concourse level.

Improve parkade access

Where pedway connections to parkades are necessary, parkade owners need to provide obvious wayfinding for pedestrians moving through those parkades. For example, it is not enough to use the pedway icon on it's own as part of a parkade level directory if it is not clear what connections are supported, and where they can be found.

Support user agendas

Research shows that a user's primary motivation for making journeys that include pedway connections is to access a destination. The following elements are not used to make wayfinding decisions:

- Pedway logo / brand
- Compass directions
- Graphic representations of external landmarks whilst indoors
- Level of pedway connections

It is the responsibility of the building owners to identify step free routes within their spaces and towards connections to adjoining buildings.

Pedway connections themselves should then be supported by the City of Edmonton pedways sign system at the handover thresholds between private building and pedway connection.

Support decision points

The core City of Edmonton pedways signs should support key decision points. The majority of these will be at the handover between building and pedway connection, with a handful of internal decision points for complex junctions, such as 102nd Street and University of Alberta Enterprise Square.

Support street exits

Ensure all building street exits are clearly supported, using the street name to confirm the threshold.

Appoint a wayfinding custodian

A wayfinding custodian should maintain both on-street and pedways wayfinding. Their role should reflect and manage wayfinding policies that have been agreed with all stakeholders.

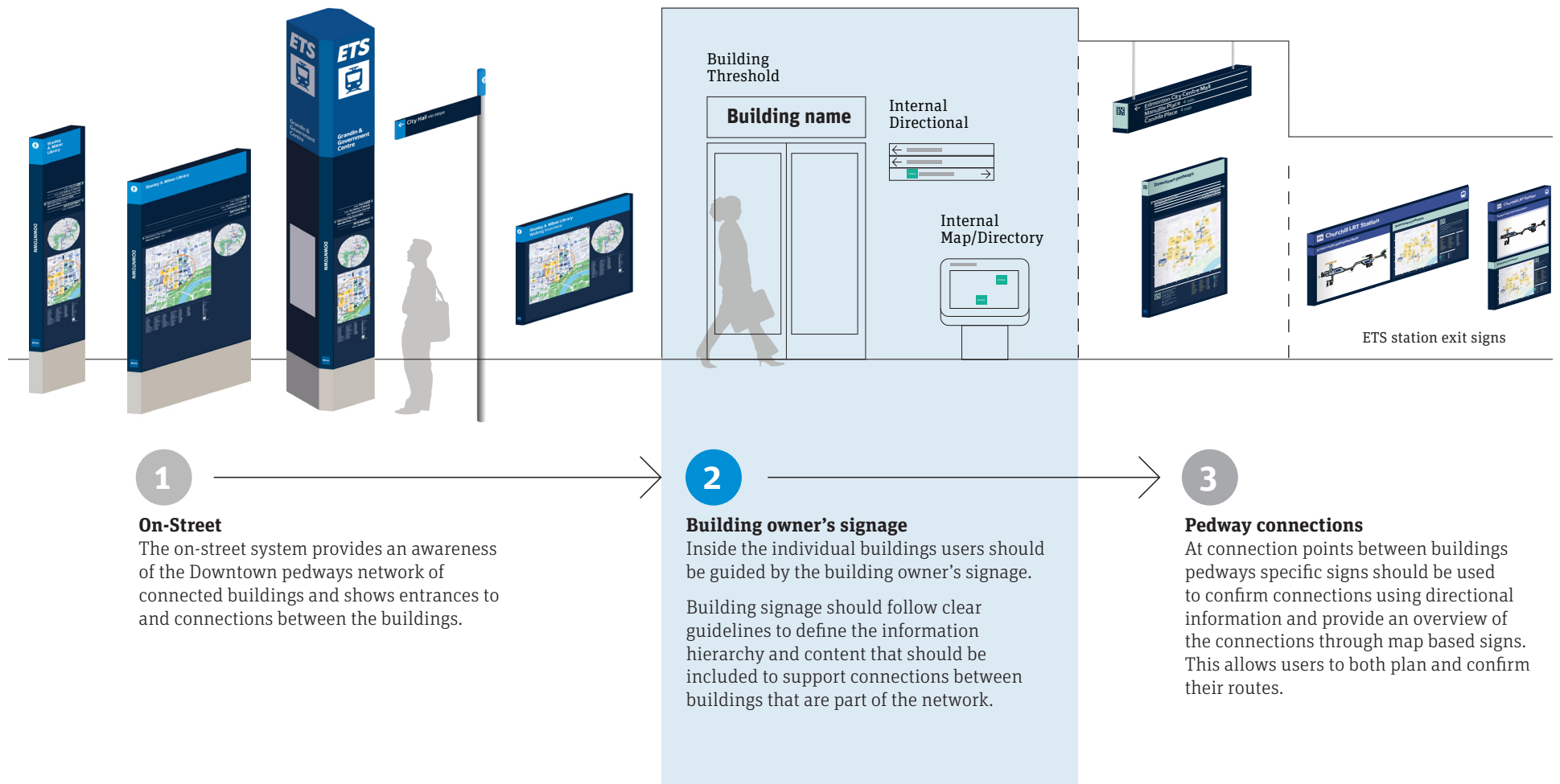
1 System overview

Building owner's signage within the wider system

Building owners should be responsible for supporting access through their own spaces.

Whenever possible, the Downtown pedways sign system should be used to support building connections. Guidelines in this document suggest how building owner's signage and the pedways sign system should work together to create a consistent approach and seamless user experience.

By creating systems that talk to each other and to the on-street wayfinding it is possible to provide seamless information to support users on their journeys.



1 System overview

Downtown pedways sign system

The Downtown pedways sign system comprises two core sign types, and a companion sign at LRT stations that uses the ETS brand as part of the ETS sign family.

Although stations are not pedways, the core Downtown LRT stations are key arrival points that connect into the pedways and are therefore an important companion piece to the core system.

It is intended to be a predominantly map based system in order that users are provided with an overview of the buildings that are connected by pedways at as many decision points as possible.

The use of consistent mapping information helps connect to the on-street wayfinding, while further integration with station exit diagrams located at key downtown LRT stations helps to support users throughout their journeys.

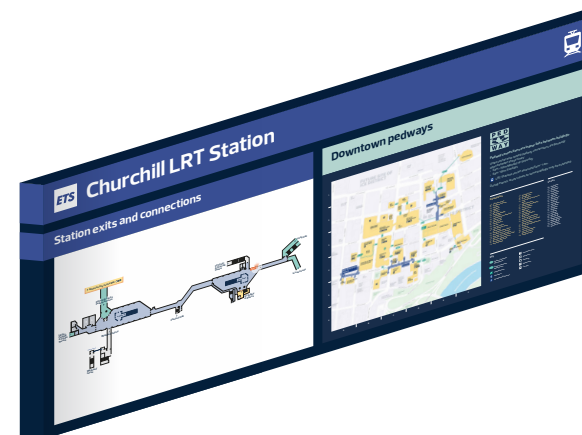
Please use the contact details at the front of this document if you would like to get more detail of the design specification for the Downtown pedways sign system.



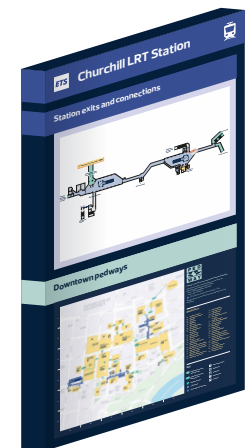
Pedway directional sign
(detailed design TBC)
1575 x 350mm



Downtown pedways map
(detailed design TBC)
981 x 1595mm



ETS station exits signs
(includes Downtown pedways map)
(concept design)
horizontal 1942 x 849mm
vertical 727mm x 1274mm



1 System overview

Terminology used in this document

Various simplified or generic terms are used within the guidelines illustrations in order to explain the rules clearly. Key terms are explained here.

Pedway connection

Pedway connections are the links between adjacent buildings. Internal routes through buildings themselves are not pedways.

A, B, C

Adjacent buildings that are connected by pedways are shown as boxes marked A, B and C.

These also denote the proximity of adjacent buildings to the core building, building A being the closest or first building that a user might encounter when leaving.

Multiple pedway connections might exist from the core building, and several connected buildings of type A are possible. The illustration on the right shows three such connected buildings.

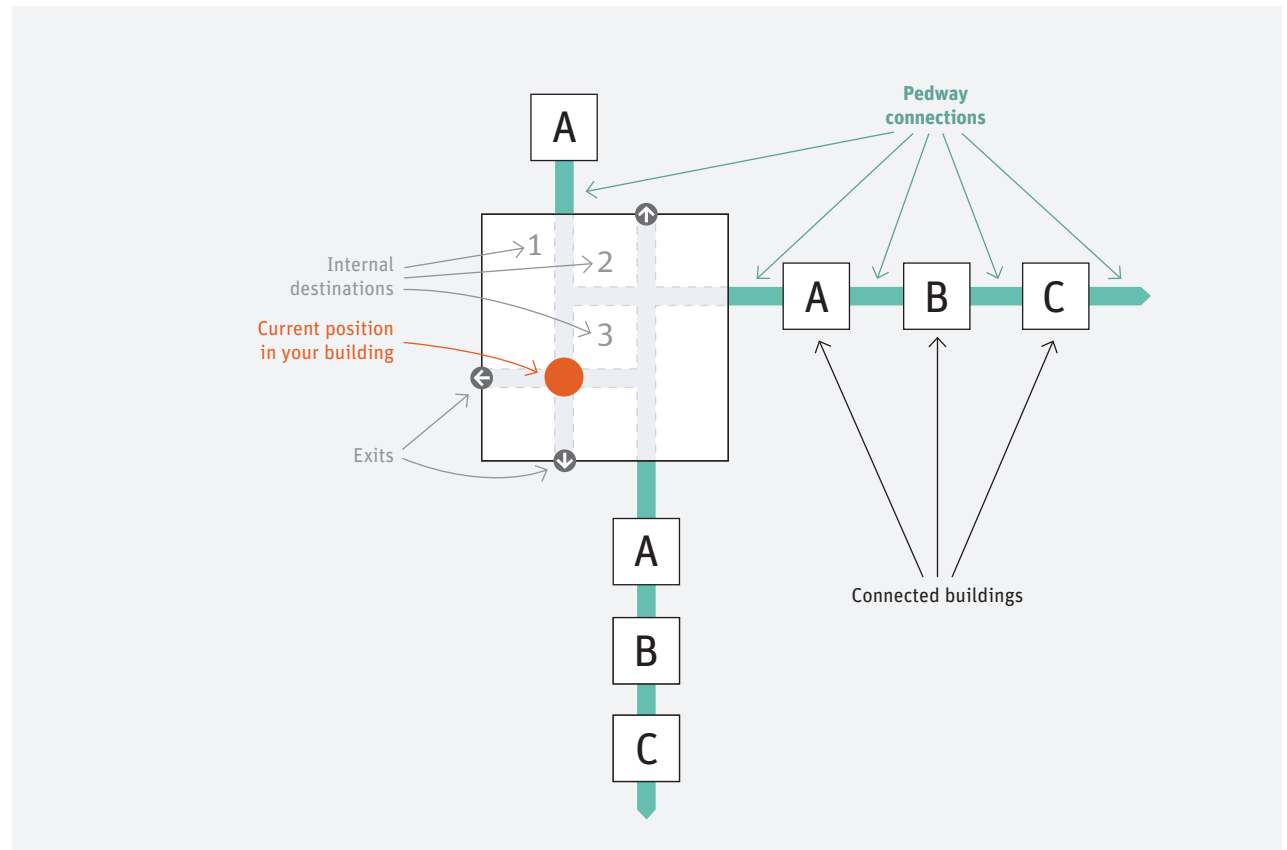
Internal destination

All destinations within the building the user is currently in are labelled as 'Internal destination'. These might include washrooms, elevators, shops and other points of interest.

The City of Edmonton pedways sign system generally does not direct to internal destinations and is concerned only with connections to adjacent buildings.

Exits

Exits to street level. These are not directed to on the pedways sign system, but are shown on maps. For purposes of illustration, exits have been included on some diagrams within these guidelines.



2 Planning principles

2 Planning principles

Pedway thresholds

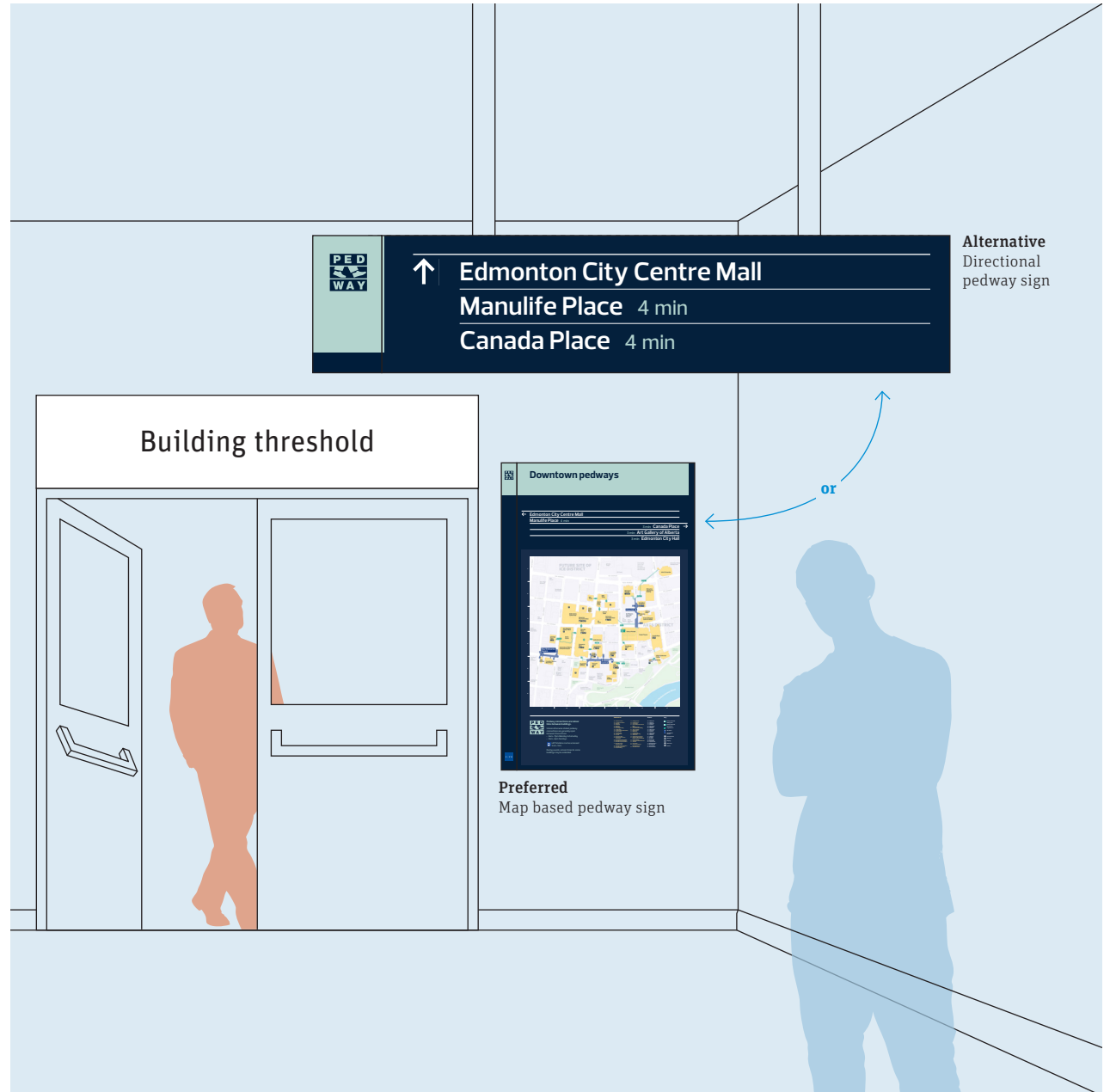
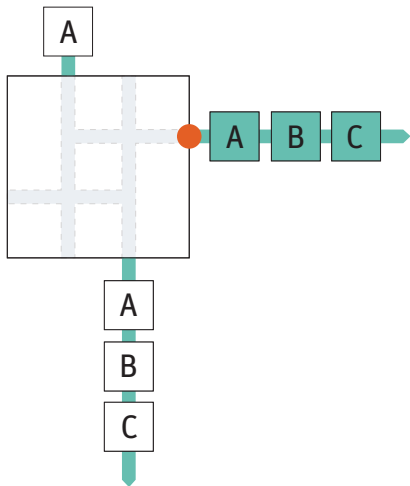
Pedway thresholds should only be supported by the pedway sign system

In order to achieve a seamless experience, only the Downtown pedways sign system should be used to support pedway connections at thresholds. In some locations these are already in place (in the form of legacy pedway signage).

Where possible, a map based sign should be installed. Where this sign cannot be accommodated, a directional sign can be used.

The pedway sign system is not a replacement for building owner's branded welcome / thank you for visiting signs which are important placemaking identifiers, tell the user intuitively that they are in a particular building, and support internal messaging.

Pedway signs are there to support the ongoing connections only.



2 Planning principles

Internal directional signs

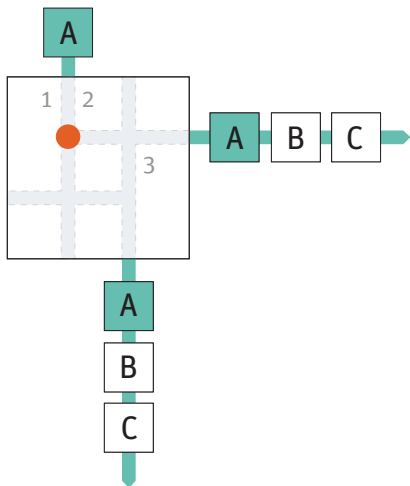
Some building owner's sign systems may already direct to adjacent buildings as part of their current strategy, or owners/operators may be thinking about doing so as part of a refresh or new brand.

In cases where adjacent buildings are included, the logic of the building owner's sign system should reflect the pedways sign system hierarchy of destinations, signing to buildings A, B and C.

If building owners are not currently doing this, the pedway sign system (if not already present) should be used to support the pedway connections.

Where building owner's signage is deeper within a building, only the closest connected buildings should be directed towards (building A's).

When multiple Pedway connections are present, each 'Building A' should be preceded by a Pedway icon to highlight multiple connections.



Please note, illustrations are schematic and are not prescriptive in terms of size, content and visual style.

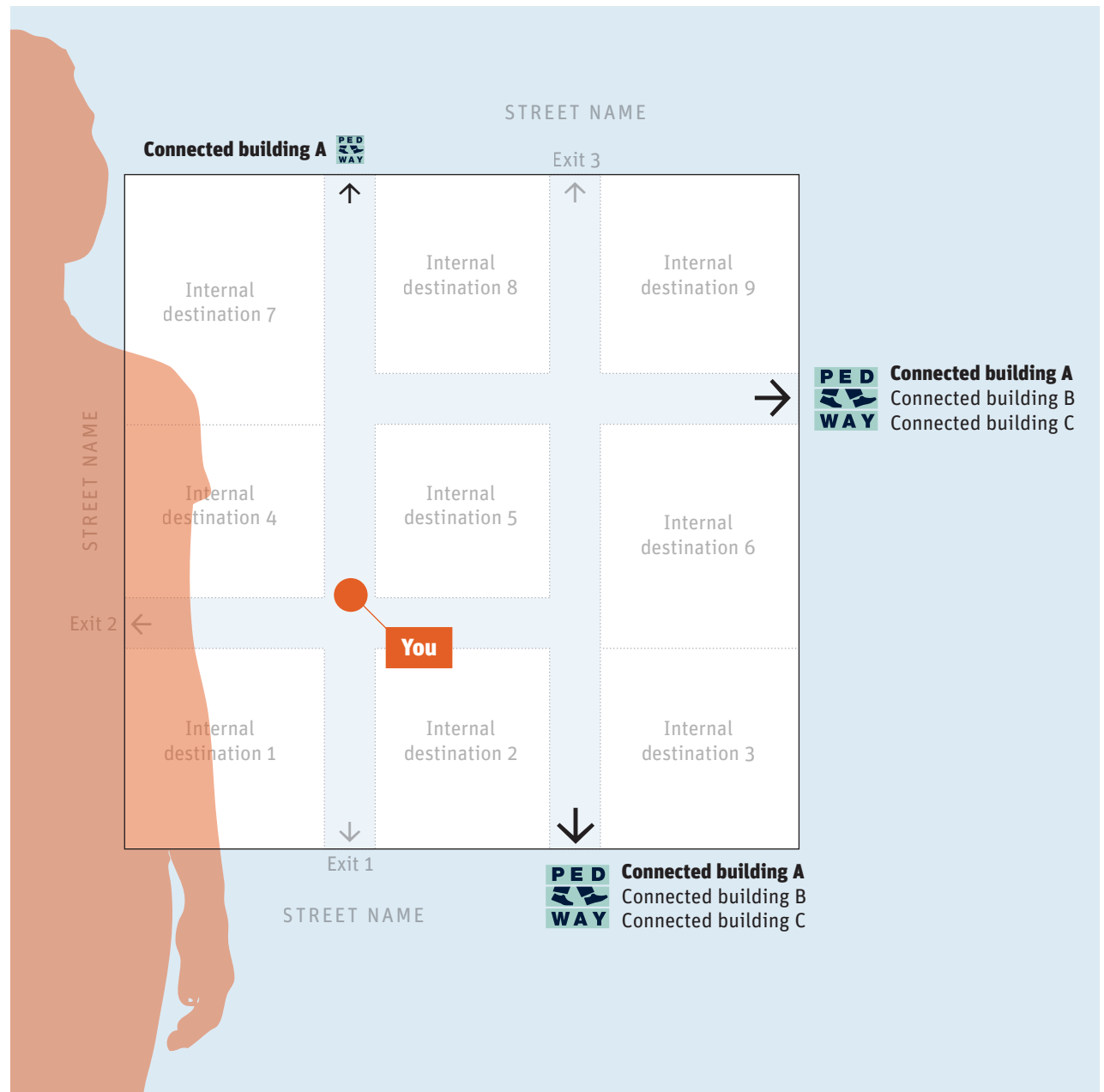
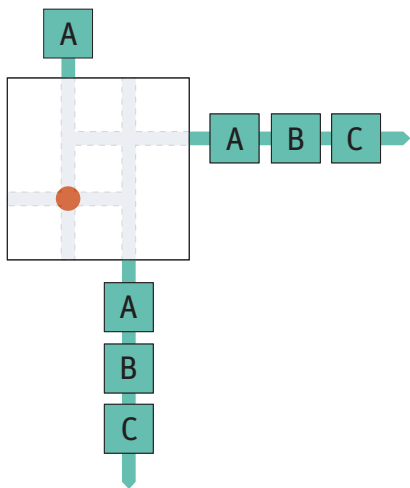
2 Planning principles

Third party maps

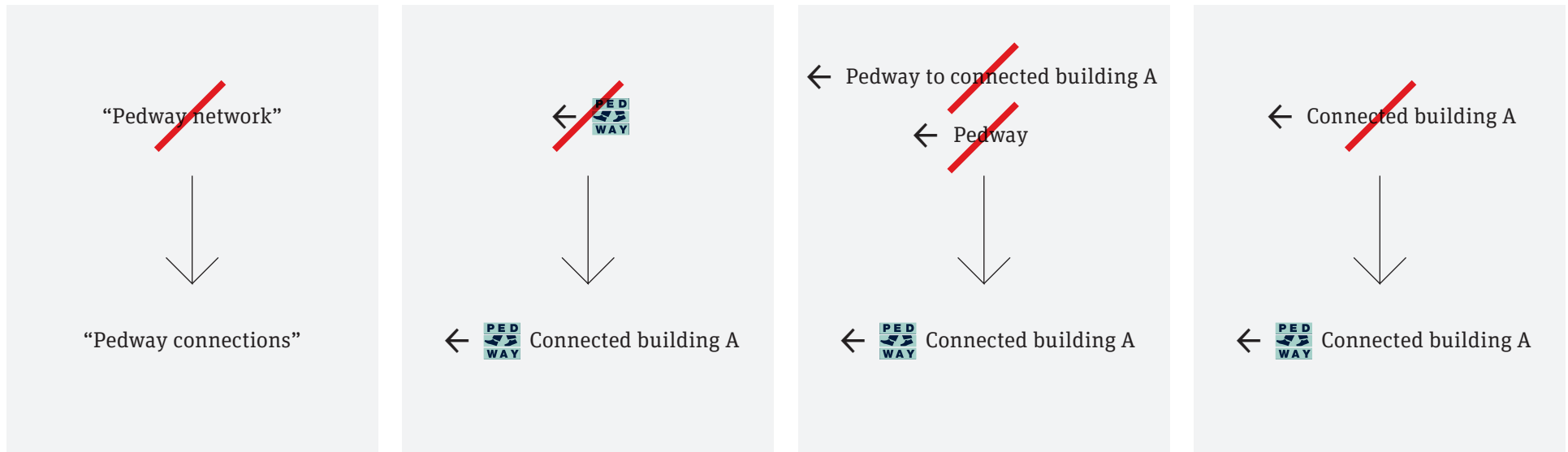
All internal building maps should clearly label pedway connections, referring to up to three adjacent buildings (A, B, C).

One pedway icon should be used for each of the connections (in this case a group of three connected buildings). The closest building (connected building A) should be highlighted in bold.

The City of Edmonton wayfinding system, whether on-street or pedways, indicates building exits, road names, steps/ramps, and a 'you are here' for the user's current location. It is recommended that these basic elements are also included on building owner's maps.



2 Planning principles Terminology



Pedway and pedway connections

As explained in the principles, the 'Pedway' is not a route network, it is a collection of many incidental pedway connections.

In order to emphasise the links, not the routes, it's important to refer to pedway connections in the plural as much as possible, rather than a single entity as it has been previously.

Although subtle, it is an important distinction to make and support user expectations of what the pedways are.

Pedway icon with pedway destination

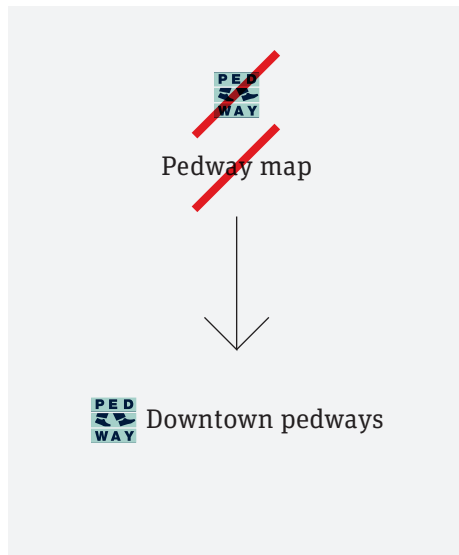
Adjacent destinations connected via pedways should always be preceded by the pedway icon. When multiple connections exist in a building, each of the connections should have a separate icon to emphasise the presence of multiple connections.

The following forms of directing to a pedway connection should be avoided as they are not descriptive enough:

- A pedway icon shown in isolation
- The name of a pedway (if it exists). Users are looking for connected destinations, not pedways
- An adjacent building without a pedway icon

2 Planning principles

Terminology

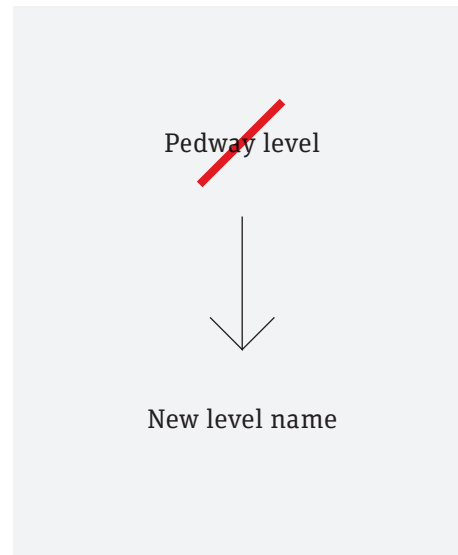


The map of pedway connections should be referred to as “Downtown pedways”

Some building owners may provide static or digital information that includes a pedways map as well as their own building directory and map. The pedways map should always be titled ‘**Downtown pedways**’.

Please use the contact details at the front of this document to request the official mapping and design elements.

Further details on including mapping are shown on pages 3-004, 3-012 and 3-013.



“Pedway level” should be avoided

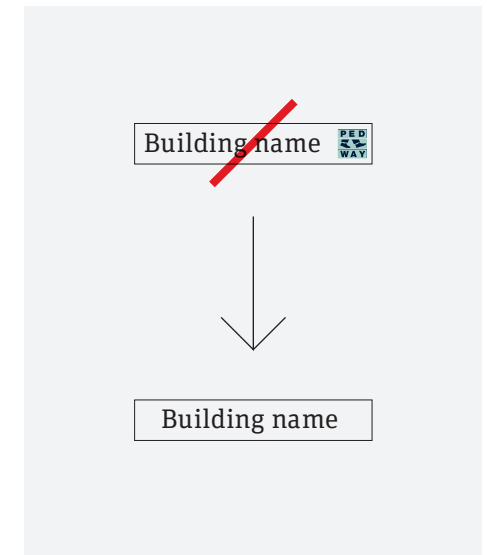
The term “Pedway level” is potentially misleading and should be avoided. This is because pedway connections exist on multiple levels and it is misleading to the user to encounter “Pedway level” at -1 in one building, then +2 in another.

In some cases, one building may have pedway connections on more than one level. It is recommended to use an unambiguous name when identifying levels.



Use full building names

Always use full names for connected buildings. This includes when directing towards LRT stations (see following page).

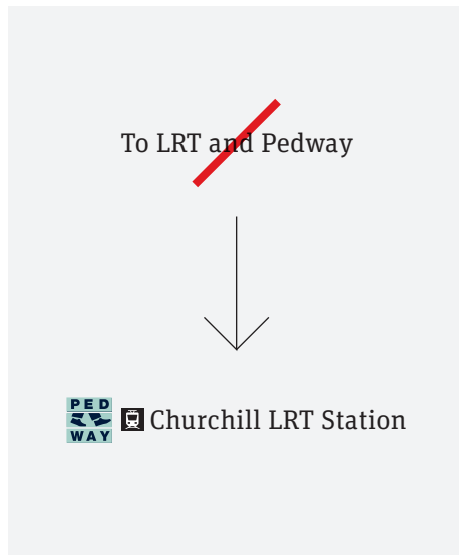


On-street thresholds are not pedways

The original pedway system used the pedway brand icon as a flag at street entrances, indicating the building has one or more pedway connections to other buildings.

However, the on-street thresholds themselves are rarely pedway connections and are usually just access to a building lobby.

Pedway signs should only be used at pedway connections themselves.

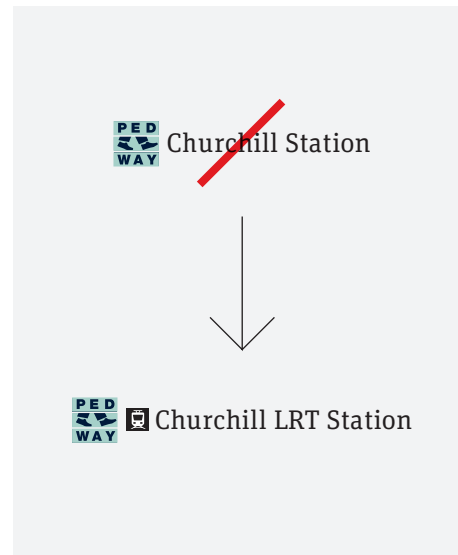


LRT station is a connected building

LRT stations, including the non fare paid concourse, are buildings in their own right and not a pedway. Therefore they should be treated in the same way as any other connected building.

The station name should also be supported by the LRT icon, displayed in front of the name.

Please use the contact details at the front of this document to request official LRT icons.

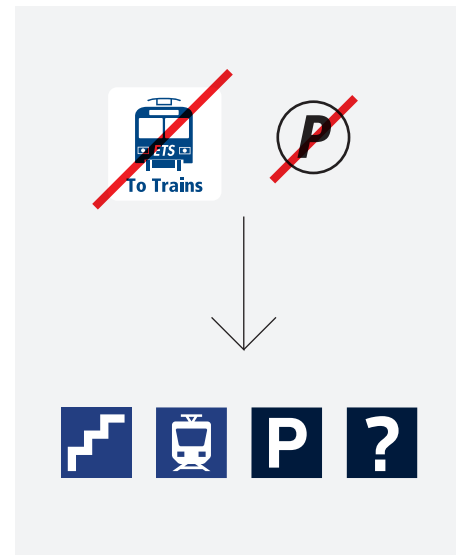


Use full station names

Station names should be consistently shown in full, preceded by the LRT icon.

Stating the full LRT station name will become increasingly important as the LRT network expands.

Using the full station names also supports stations as buildings and stepping stones within the pedways sign system, helping the user learn.



Use official icons

For consistency, icons representing ETS services should follow the City of Edmonton design standard. Avoid legacy icons for the LRT, logos and custom symbols and instead use official icons.

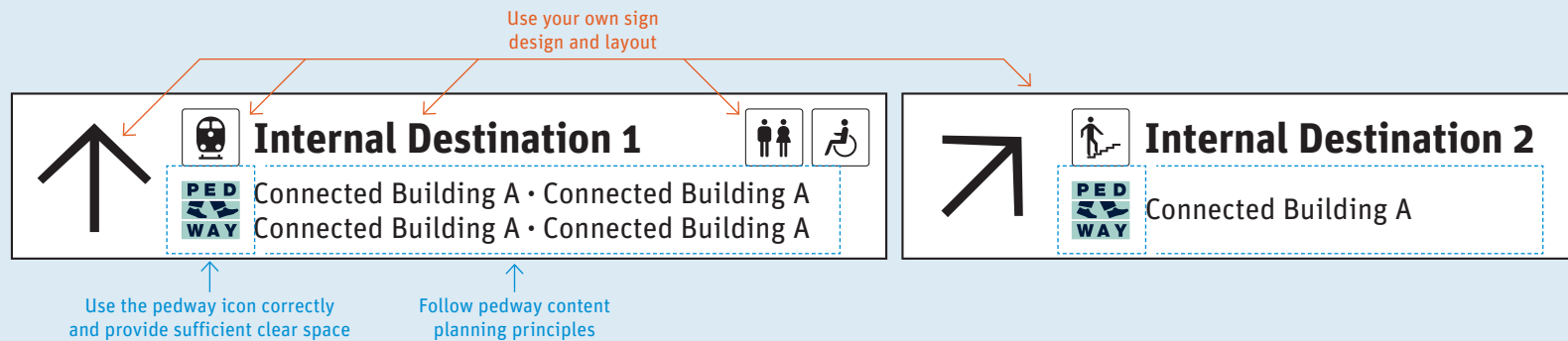
Please use the contact details at the front of this document to request the official mapping and design elements.

3 Sign layout principles

These guidelines are not prescriptive in terms of sign colour, typeface, materials, finishes or other 'brand' elements, but are intended to provide guidance to create consistent sign layout and information.

3 Sign layout principles

Directing via pedways



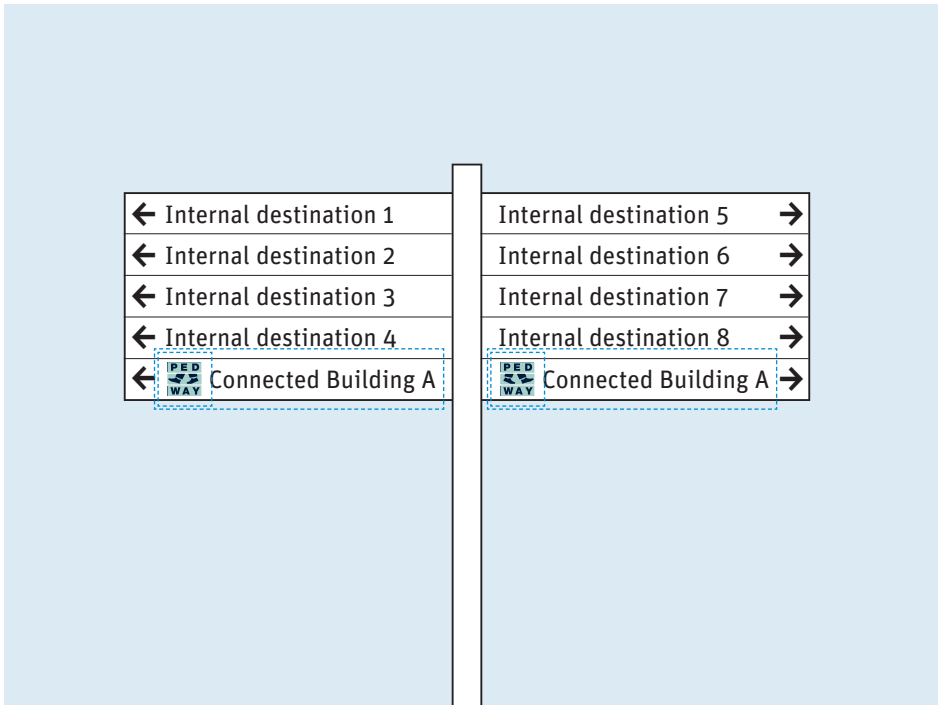
If the building owner's sign system uses a strategy that includes signing to an adjacent building via a pedway connection, the pedway icon needs to be shown next to the building name.

The pedway icon should always be adjacent to supporting text (e. g. Connected Building A), to distinguish it from other internal destinations.

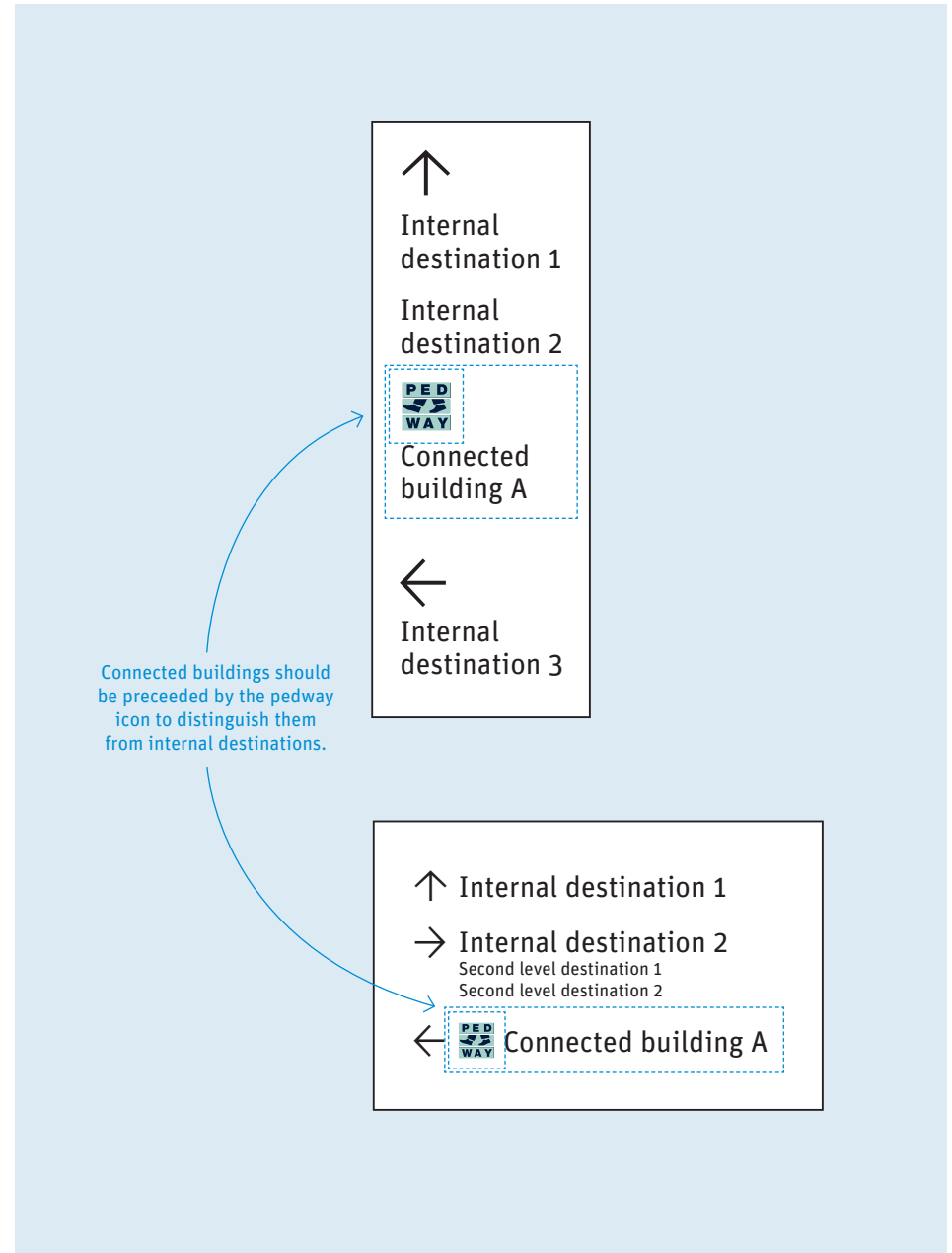
Examples on the following two pages illustrate typical situations in which the pedway icon and destinations could be used on building owner's directional signage.

3 Sign layout principles

Directing via pedways



Please note, above examples are schematic illustrations of possible situations in which the pedway icon might be used.

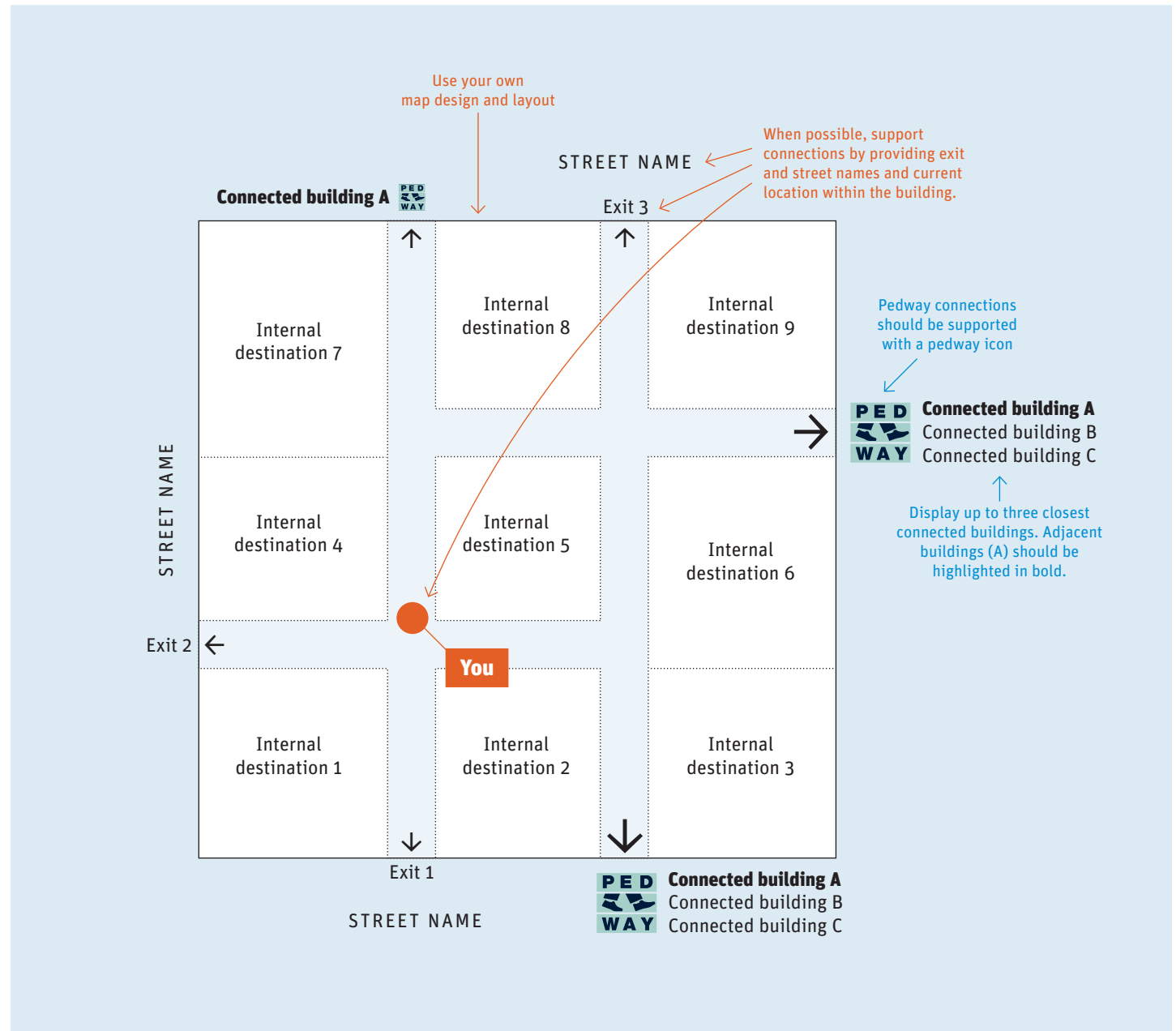


3 Sign layout principles Pedways on maps

Where building owners provide mapping as part of their own sign systems, one pedway icon should be used to highlight each of the connections on the map (in this case a group of three connected buildings).

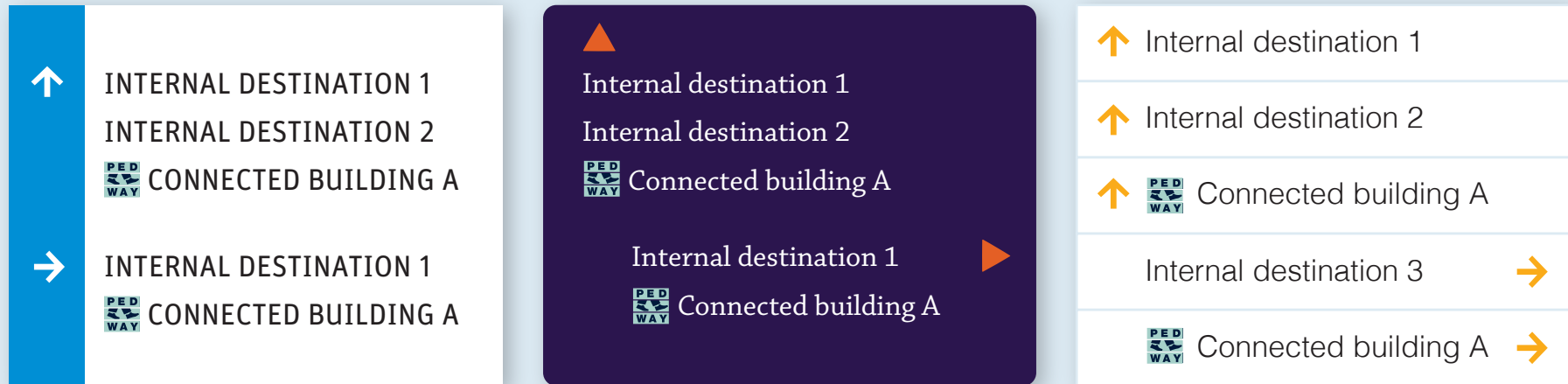
The closest buildings (connected buildings A) should be highlighted in bold.

The City of Edmonton wayfinding system, whether on-street or pedways, indicates building exits, road names, steps/ramps, and a 'you are here' for the user's current location. It is recommended that these basic elements are also included on building owner's maps.



3 Sign layout principles

Integration with a building brand



If the subject building has its own branding system, but has a pedway connection, pedway content should follow principles outlined in this document.

Terminology, icons and hierarchy should match, supporting seamless journeys regardless of brand, always maintaining legibility and be positioned carefully for maximum usability.

3 Sign layout principles

The pedway icon

Consistent use of the correct pedway icon is important to achieve widespread recognition.

Pedway icon orientation

The pedway icon has two different orientations, indicating the direction of travel (See page 3-011).

Artworks

Please use the contact details at the front of this document to request the official mapping and design elements.

Colours

Pedway light green

CMYK	C 35	M 5	Y 22	K 0
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RGB	R 180	G 215	B 205
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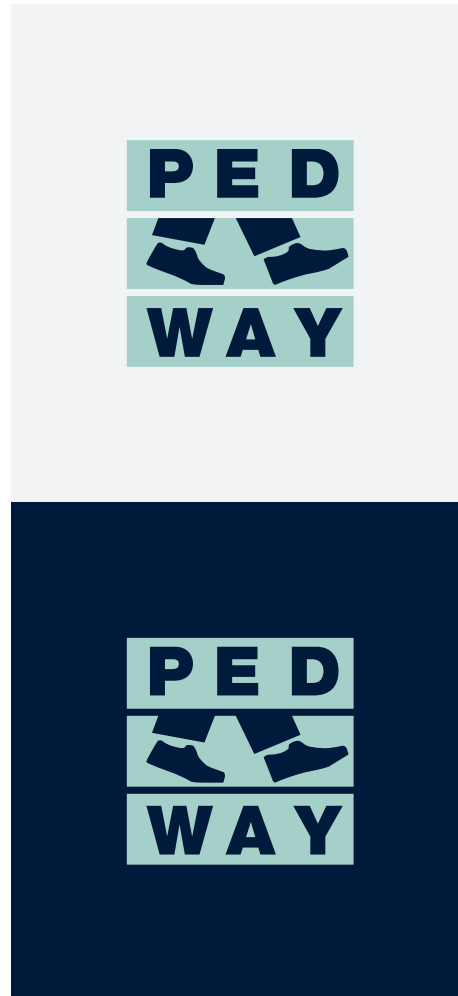
LRV	62 (light reflectance value)
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Edmonton dark

CMYK	C 100	M 74	Y 28	K 67
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RGB	R 0	G 30	B 60
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LRV	2 (light reflectance value)
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Default pedway icon (colour)

The pedway icon that is currently in widespread circulation has been updated to incorporate a more modern drawing of the famous pedway feet. This new version of the icon should be used in all newly introduced signage. The colour version should be used whenever possible.



Default pedway icon (monochrome)

The monochrome version of the pedway icon should be used in instances where colour reproduction is not available (sign in a single colour, embossed, stenciled etc.).



Optimised pedway icon

An optimised version of the pedway icon has been developed for use in instances where the icon needs to be less than 6mm in height, or where background textures and patterns reduce the legibility of the default icon. This is often necessary on mapping.

3 Sign layout principles

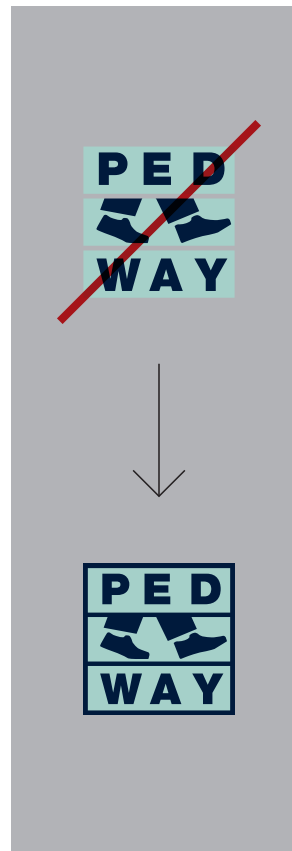
Contrast



Default Pedway icon

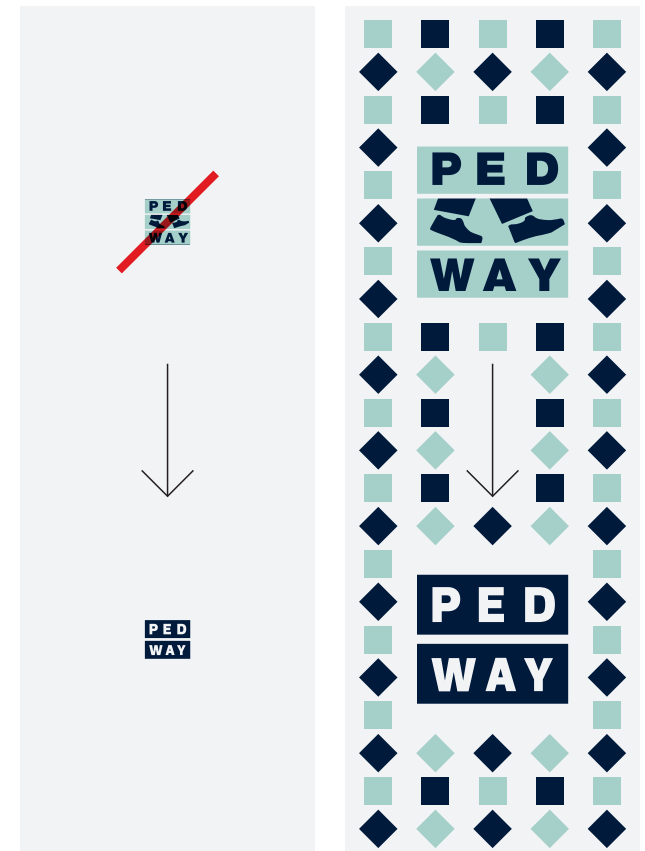
Sufficient contrast between the icon and the base colour should be ensured. Applications should follow AODA guidelines for legibility.

Where it is possible to measure light reflectance values (LRV) a difference of at least 25 points should be used (see previous page for LRV values of Pedway colours).



Alternative version

This version of the pedway icon should be used on low contrast base colour - LRV range between 31 and 81 (medium greys, aluminium).



Optimised version

This should be used in instances where the icon has to be shown at a size smaller than 6mm in height.

This version can also be considered for use at larger sizes where a simpler icon may be more desirable, such as in complex mapping, directories and diagrams.

3 Sign layout principles

Use the new icon

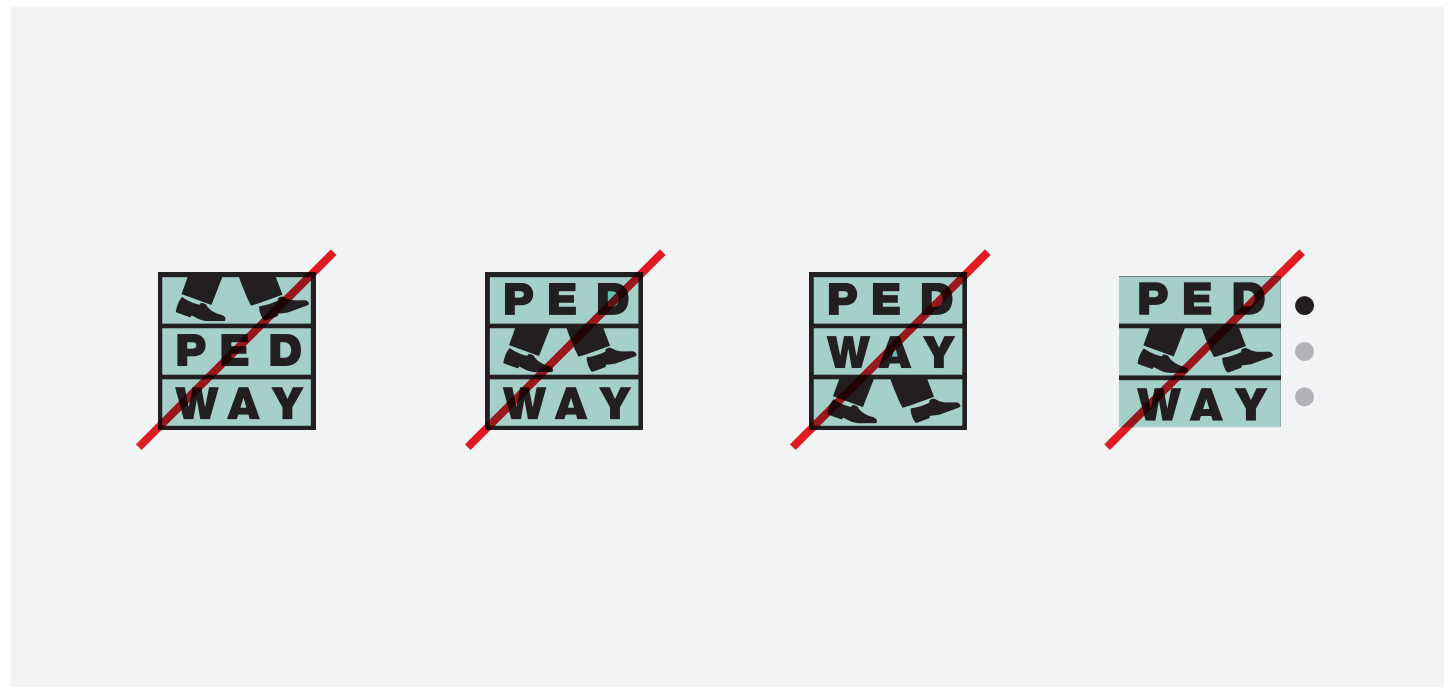
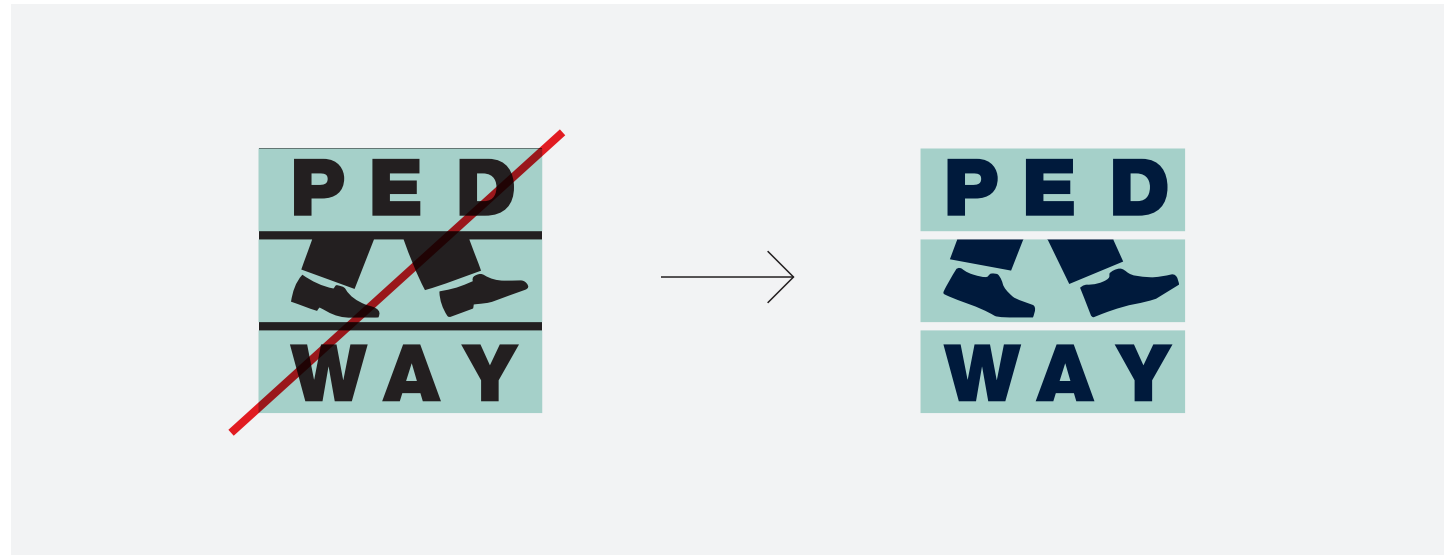
Outdated pedway icons should not be introduced on new signage.

Outdated details include:

- Pedway feet with a masculine bias (this was replaced with a more gender neutral illustration)
- Ellipsis, indicating which floors have pedway connections
- Adaptive position of feet (above, middle or below), to indicate current level of the user

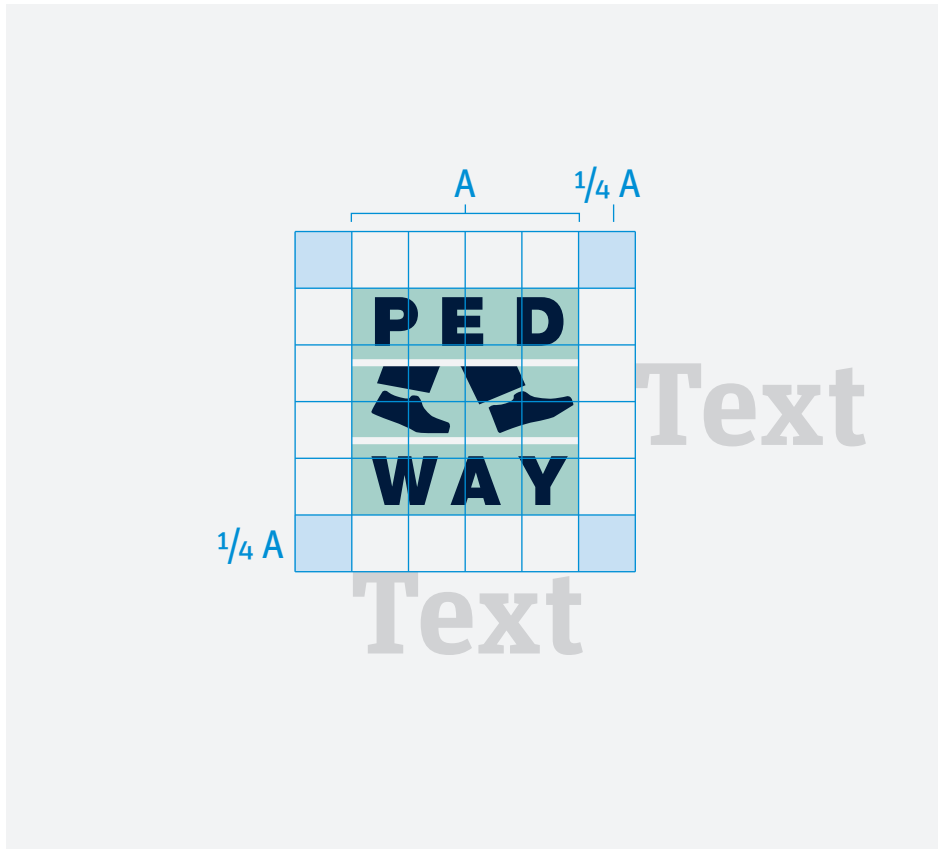
Please note, some legacy pedway signage will be retained, which will still use outdated form of the pedway icon – mostly as feet nudges and flags – as these have less impact on the overall legibility of the system.

See **Appendix A** for detailed recommendations for all signs.



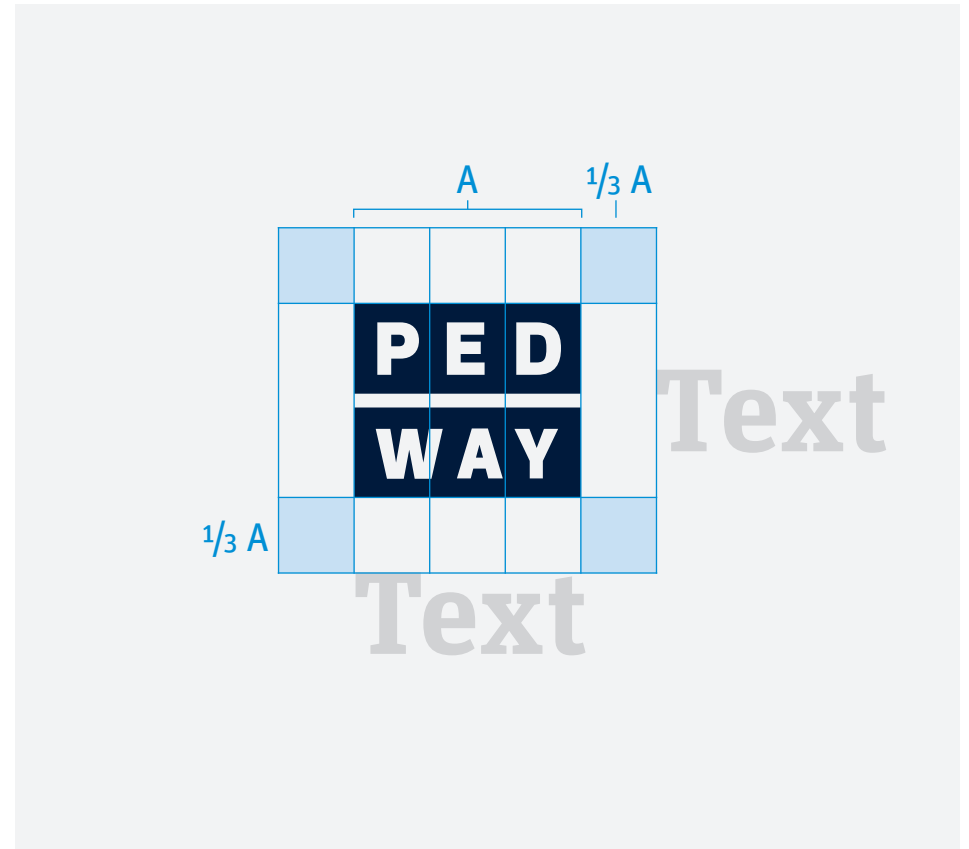
3 Sign layout principles

Keep minimum clear space



Default and alternative pedway icon forms

The pedway icon should have sufficient clear space around it. As a general rule, do not place any text or graphic closer than $1/4$ of the icon width.



Optimised pedway icon form

As this icon will most likely be used in less ideal situations, there should be more clear space around the icon, $1/3$ of its width.

3 Sign layout principles

Position and size of the pedway icon

The pedway icon and supporting text should be as large as possible to maintain legibility in all situations. Size should adjust according to intended viewing distance.

As a rule of thumb, try to achieve a minimum of 70% contrast between sign text and background colours.

The diagram on the right illustrates suggested sizes and position of the pedway icon in relation to supporting text.

Size

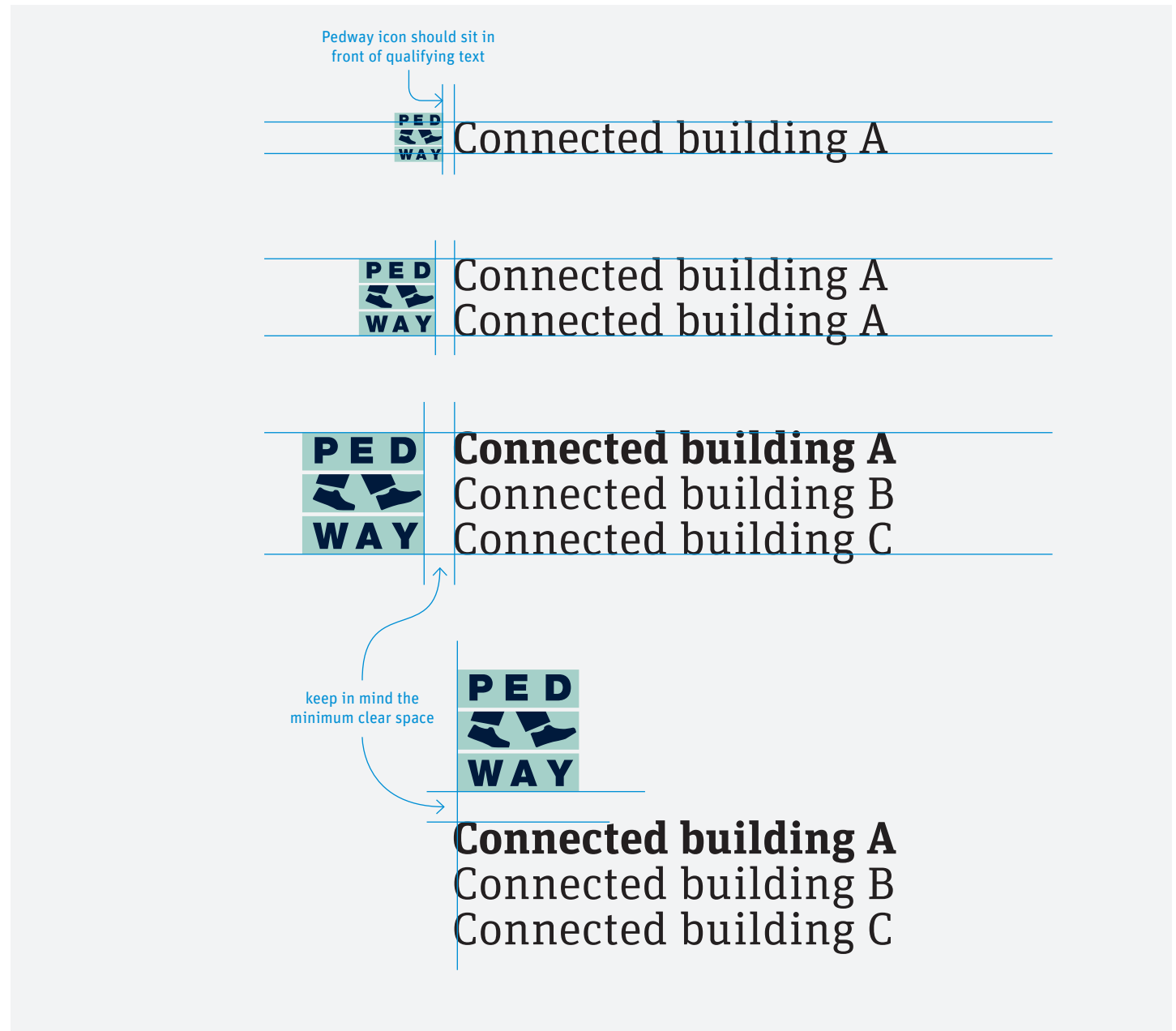
A general rule is to have the icon 150% of the cap height of supporting text. The pedway icon can be smaller when followed by more lines of text, matching its height to cap heights of the supporting text.

Position

The pedway icon should be positioned on the left side of supporting text.

Alternatively, in situations where this isn't possible due to space constraints, the icon can sit above the supporting text.

Other positions are not recommended.



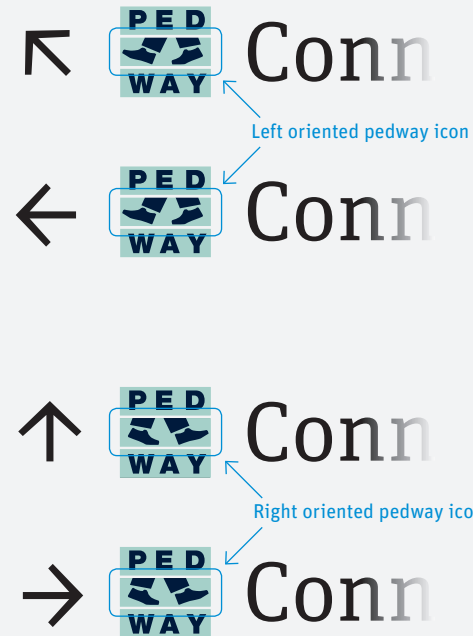
3 Sign layout principles

Orientation of pedway feet

Orientation of the feet in the pedway icon adapts to the direction of travel:

- When orienting a directional arrow left, top left or bottom left, use the left oriented pedway icon
- When orienting a directional arrow ahead, right, top right, bottom right or down, use the right oriented pedway icon

Please note, for all non-directional information a right-oriented pedway icon should be used.



4 Sign layout principles

Downtown pedways map for print

In some cases a pedway map might be used on building owner's internal signage. All such uses need to conform to strict pedway design guidelines, to provide a consistency with the wider City of Edmonton wayfinding system. The pedway map should always be supported by a pedway key and index.

The Downtown pedways map does not replace a building owner's map or directory.

Map orientation

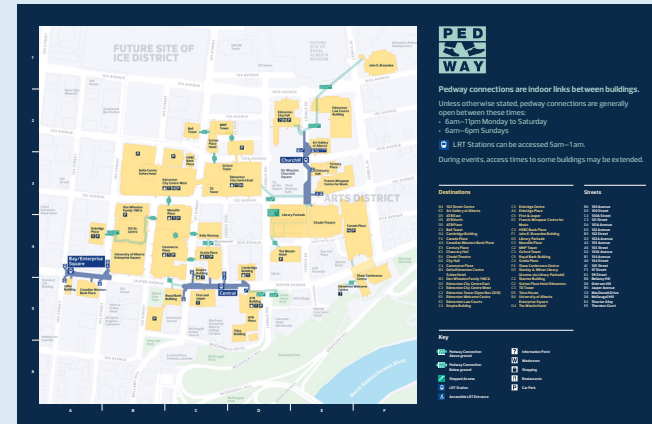
The map needs to be facing in the same direction as the user (heads up) in order to accurately show available connections relative to the user's current position.

Four types of maps (north, east, west or south facing) can be obtained using the contact details at the front of this document.

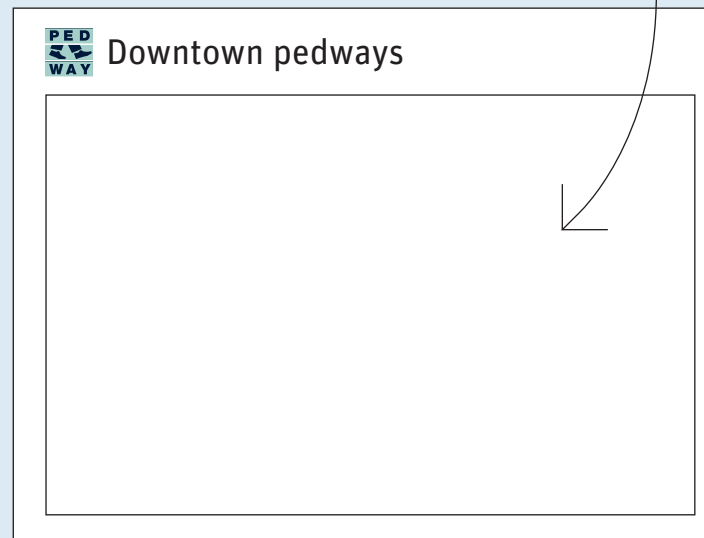
Position of the user

A highlighted 'you are here' marker is recommended, but not provided (it should follow the building owner's brand style).

Please use the contact details at the front of this document to request detail of the design specification for the Downtown pedways sign system.

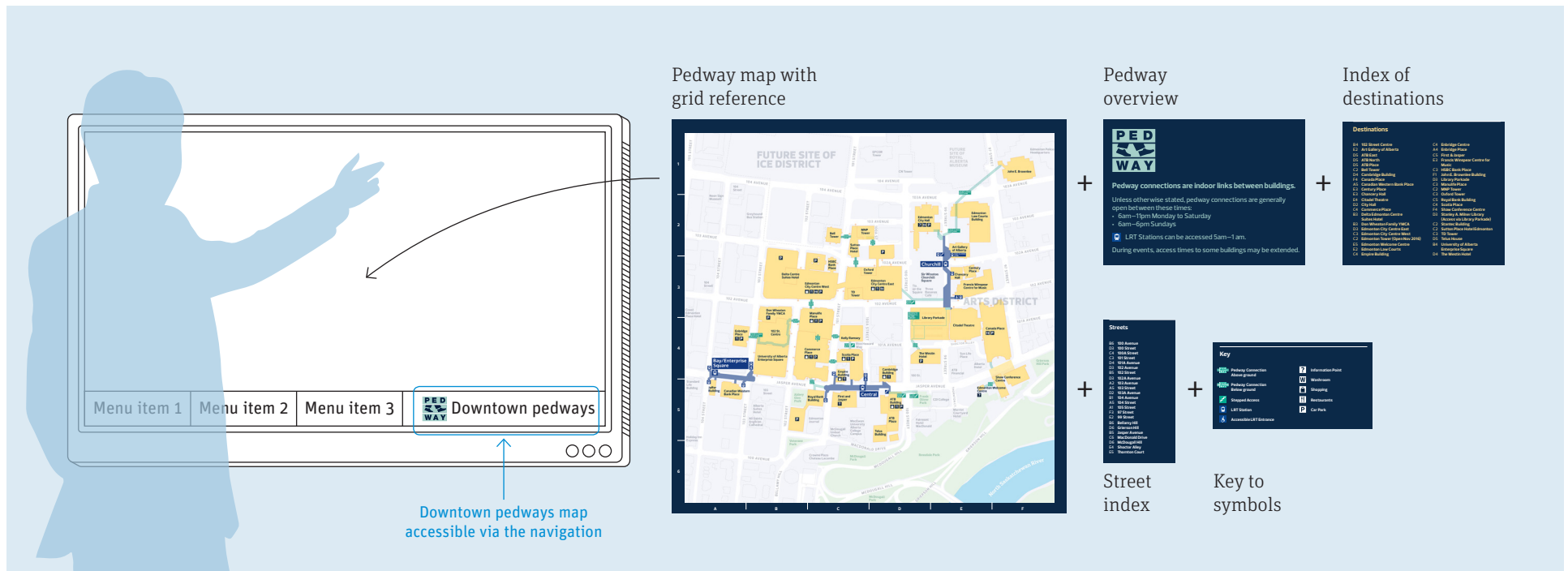


The ANSI D horizontal map is available using the contact details at the front of this document.



4 Sign layout principles

Downtown pedways map for digital



Where a pedway map is shown within a building owner’s digital directory or kiosk, it should follow the pedway design guidelines.

At present, the Downtown pedways map is not interactive but may become so in future.

What to include

It is important to display all necessary elements in order to provide seamless information delivery:

- Official Downtown pedways map with grid reference
- Pedway overview
- Index of destinations (connected buildings)
- Street index
- key to symbols

Elements should be scaled proportionally and no part of the content should be omitted.

Special care should be taken to display all content clearly – with sufficient contrast, resolution and display size, using terminology defined as a part of this document.

Map orientation

The map needs to be facing in the same direction as the user (heads up). In order to correctly show available connections relative to the current position.

Four types of maps (north, east, west or south facing) can be obtained using the contact details at the front of this document.

Position of the user

A highlighted ‘you are here’ marker is recommended, but not provided (it should follow the building owner’s brand style).

Cropping

The Downtown pedways map should not be cropped. It is important that the whole map is visible so the user understands all connections available to them.

Minimum requirements for digital displays

- A screen size of at least 42” (diagonal) is ideal
- A resolution of at least 1920×1080 pixels (4k is recommended)
- A minimum text size of at least 16 pixels